

## ROCKVILLE ECONOMIC DEVELOPMENT, INC. (REDI)

### Accomplishments for FY 2009:

- Build Rockville's Economy for the Future
  - Foster innovation and entrepreneurship in Rockville
    - For Rockville Innovation Center, participated in 9 prospective tenant committee meetings and 6 annual company reviews; sponsorship program redesigned, 4 sponsors secured
    - Montgomery College tech transfer course held; worked on Nat'l Science Foundation grant application for ACTiVATE course at NIH
    - StartRight! Business Plan Competition: added prize from Comcast Spotlight; 41 entries (9 non-Maryland); new award event partner and timing, widespread visibility and press coverage
- Attract New Businesses to Rockville
  - Brand and Market Rockville
    - Business Seminars: 11 programs held, 188 attendees
    - Advertising: Cooperative "Why Rockville" campaign with Gazette and Capital Bank – 24 ads run
    - 18 branding ads run in Gazette, 6 in SmartCEO
    - Website updated 2-3x/ month; website redesign begun
    - Cooperative marketing efforts with Mont. County CVB, Rockville Chamber, SCORE, "Buy Rockville" campaign, Federal Lab Consortium and others
    - Obtained 71 media placements plus 53 calendar listings
  - Expand Rockville's Base of Technology Companies
    - BIO 2009: worked with State of Maryland on new pavilion design
    - Mid-Atlantic BIO: Joint booth with 4 Rockville companies; 3 Rockville companies gave presentations
    - Partnered on projects with Mont. County DED; Federal Lab Consortium, MTECH, Women's Business Center; MIT Enterprise Forum; TEDCO; and others
- Retain and Support Existing Businesses
  - Recognize, Celebrate and Support Business Contributions to Rockville's Economic Success
    - Business Appreciation Week: 50 visits in one week
    - Met with 54 additional Rockville businesses throughout year
    - More than 38 companies encouraged to enter four award competitions; 30 Rockville companies won
  - Support Workforce Recruitment for Rockville Companies
    - Postdoc Conference organized and held; 593 Postdoc attendees, 55 exhibitors including 40 hiring companies (34 local); Kauffman Foundation involvement; at least 6 companies made offers
  - Business-to-Business Networks for Businesses
    - More than 67 events promoted via REDI newsletter and website
    - 65 events attended by REDI staff
    - 14 e-newsletters sent to approximately 1700 addresses with a 24% open rate

- Support City of Rockville Programs and Initiatives
  - Support Revitalization of Town Center
    - Distributed Dining, Shopping and Parking Guides
  - Partner with City on Initiatives with Economic Development Components
    - Reviewed comprehensive master plan; supported Rockville Pike Master Plan process
    - Attended Sister City meetings, reviewed documentation on Jiaxing, provide RIC tour for Pinneberg mayor
    - Launched “Buy Rockville” campaign; persuaded more than 100 businesses to add/update profiles on website; publicized campaign via posters, press releases, etc.; handed off leadership of program to coalition led by the Rockville Chamber

**Goals for FY 2010:**

- Goal Area 1 - Build Rockville’s Economy for the Future
  - Foster Innovation and Entrepreneurship by:
    - Supporting the Rockville Innovation Center and Shady Grove Innovation Center technology incubators
    - Creating and supporting an ACTiVATE course at NIH
    - Sponsoring the StartRight! Women’s Business Plan Competition
    - Catalyzing public and private investment through establishing the MIT Enterprise Forum in Rockville
- Goal Area 2 - Attract New Businesses to Rockville
  - Brand and Market Rockville as a Business Center by:
    - Establishing the Rockville Library as the center for business information
    - Redesigning and maintaining REDI’s website
    - Selectively advertising Rockville as a great place to do business
    - Generating free, earned media coverage
  - Expand Rockville’s Base of Technology Companies by:
    - Following up from BIO 2009 and participating in BIO 2010
    - Participating in Mid-Atlantic BIO 2009
    - Partnering with technology organizations
- Goal Area 3 - Retain and Support Rockville’s Existing Business Base
  - Recognize, Celebrate and Support Business Contributions to Rockville’s Economic Success by :
    - Celebrating Rockville businesses through a “Business Appreciation Week.”
    - Making targeted retention visits
    - Publicizing Rockville business successes
  - Support Workforce Recruitment for Rockville Companies by:
    - Sponsoring/organizing a regional Postdoc Conference and Career Fair
  - Stimulate Business-to-Business Networks for Businesses
    - Holding a CEO Connect event
    - Supporting existing business organizations

- Facilitating business to business connections through a comprehensive, web-based listing of Rockville technology companies and large companies
- Communicating regularly through an e-mail newsletter
- Goal Area 4: Support City of Rockville Programs and Initiatives
  - Support the Revitalization of Rockville Town Center by:
    - Supporting parking coordination efforts
  - Partner with the City on Initiatives with an Economic Development Component by:
    - Supporting City processes to review and update various Master Plans
    - Supporting Rockville Sister City relationships
    - Participating in the “Buy Rockville” Program
    - Integrating businesses into the effort to “green” Rockville